

# ACTIVITY ZONE

A Community Partnership to Promote Heart Health



*St. Paul Straight from the Heart Project*

The Alberta Heart  
Health Project  
1999



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A Community Partnership to Promote Heart Health

*This manual is a product of*

*St. Paul - Bonnyville  
“Straight from the Heart Project” Project*

An initiative of the  
The Alberta Heart Health Project



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# PREFACE: THE ALBERTA HEART HEALTH PROJECT

Cardiovascular disease, the leading cause of premature death among Albertans, has a severe impact on the quality of life in Alberta. More than half of adult Albertans have an elevated risk of developing cardiovascular disease. A 1990 Alberta Heart Health Survey indicated that 57% of the adult population exhibited one or more of the three major heart health risk factors: high blood cholesterol, high blood pressure, and use of tobacco. If physical inactivity is also included as a major risk factor, the percentage of adult Albertans at risk increases to 72%. The survey also made it clear that greater heart health awareness and community involvement in heart healthy activities are needed before Albertans can take primary responsibility for preventing this disease. For these reasons, Alberta Health decided to participate in the Canadian Heart Health Initiative (CHHI), a nationwide impetus to encourage provincial health systems to explore strategies for mobilizing community resources and enhancing community participation in heart health promotion activities. The Alberta Heart Health Project (AHHP) was launched in 1993, being jointly funded by Alberta Health and Health Canada.

The primary objective of the AHHP was to promote heart-healthy lifestyles by facilitating and evaluating community-based initiatives that may reduce the cardiovascular disease risk in Alberta. The demonstration phase (1993-97) was an investigation of strategies for implementing heart health promotion activities in communities. Demonstration projects were launched in four diverse sites: a comprehensive school health project in Calgary; a large urban workplace site in the City of Edmonton; rural sites near the City of Red Deer; and the urban/rural towns of St. Paul and Bonnyville. The site teams attempted to document community involvement in heart health promotion and to better understand the elements that constitute the readiness and capability of rural and urban settings to adopt heart health initiatives. Project volunteers worked to accomplish this goal through awareness and education about heart disease, and by creating environments supportive of heart healthy lifestyles. Site teams formed partnerships with community groups and leaders to implement and sustain the shared goals for heart health promotion activities. Project researchers explored several questions: What motivates communities to become involved in heart health activity? How can community-based interventions facilitate the adoption of heart healthy lifestyles? Did the demonstration projects develop models useful to other communities?

"Straight from the Heart" was the motto of the St. Paul/Bonnyville demonstration site. This project used a community development approach to promote heart health awareness, emphasising options that teenagers and young adults have for reducing fat in the diet, for active living and for creating tobacco-free environments and active lifestyles. The results were encouraging and provide useful information about how heart health activities can be promoted by integrating vision, leadership, resources and support into the community. A tobacco reduction initiative launched by this project appears likely to diffuse throughout the Lakeland Regional Health Authority. The AHHP experience has provided Alberta Health and organizations with strategies for implementing community-based heart health initiatives as well as with knowledge for disseminating heart health promotion to Albertans. This manual has been prepared to assist health and human resource professionals in designing a climbing wall and for promoting similar exercise initiatives in the community.



# ACKNOWLEDGEMENTS

The Activity Zone was an initiative of the "Straight from the Heart" project, coordinated by Laura Plett. Many people in the St. Paul-Bonnyville-Grand Centre region contributed to the success of this initiative. Special thanks to all who shared their enthusiasm, ideas, time, energy and resources, and especially the following individuals and groups:

- The St. Paul Active Living Committee, who did the ground work and organized the project

Al Bremer	Larry Lambert
Joni Brodziak	Mariette Mahe
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- The Bonnyville Heart Health Committee and the Grand Centre Active Living Committee, who pilot tested Activity Zone ideas in their communities and suggested improvements
- **Health Canada's National Health Research and Development Program (NHRDP) and Alberta Health through the Alberta Heart Health Project, who funded the "Straight from the Heart" project**

**This manual was compiled and written by Laura Plett, St. Paul/Bonnyville Heart Health Project Coordinator. Rudy Dressendorfer, Nora Johnston, Keith McLaughlin and Charlotte Varem-Sanders reviewed drafts and provided editorial input.**

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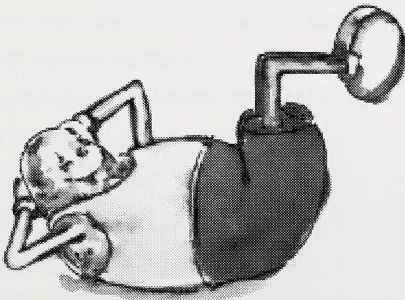






# INTRODUCTION

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*Some options for increasing everyday physical activity: taking the stairs rather than the elevator, parking at a distance to the store or mall, sitting less for long periods of time.*

## The Fitness Problem

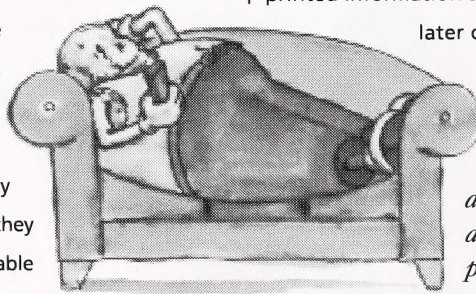
**People's concept of how to be physically active during the winter seems to revolve around winter sports, namely ice-skating, hockey, and skiing.** So what are adults going to do for exercise in the winter if they don't skate or ski?

Most Albertans know that regular physical activity promotes heart health. But how do they incorporate exercise for fitness into their busy lives? An average day typically is already fully scheduled. Most jobs require little exertion, even in such formerly active occupations as construction and farming. Family responsibilities tend to include hours of driving to and from various lessons and activities. Also, the long Alberta winters encourage indoor "activity" such as watching television.

As well, many people think indoor physical activity is limited to walking/jogging on a treadmill or track, calisthenics, swimming or riding a stationary bicycle. If they don't enjoy these pursuits or find them too difficult, they are likely to end up back in front of the TV.

Cost and access are other barriers to physical activity. Driving 15 kilometres to work out at a fitness club where a membership costs \$50 or more per month may not be an option – in terms of time, money or even access to a vehicle.

To maintain a physically-active lifestyle on a year-round basis, people need to find a pursuit that fits their individual needs and abilities. The activity must suit their schedule, and they must find it enjoyable, affordable and accessible.



## The Fitness Solution

**Community leaders can play a significant role in increasing awareness of and interest in physical activity options.** The Alberta Heart Health Project found that community groups and agencies can effectively develop and sustain heart health activities by providing vision, leadership, resources and support to the health system.

This manual outlines the steps involved in organizing an annual or semi-annual "Activity Zone" – a one-day event of exhibits which promote a wide range of physical activities and that help participants plan how they can work towards improving their physical fitness. (The exhibits can feature everything from gardening and yoga to fencing and hockey.)

Perhaps only a few of the people who attend will actually incorporate regular exercise into their lifestyles immediately, but all of them will have begun to think about the benefits of being more active (see sidebar). At the least, people can enjoy various types of activity for a few hours while exploring the exhibits. At best, participants will discover that some of the activities they like are affordable and flexible enough to fit into their personal schedules. They might sign up for classes or a club membership on the spot, or pick up printed information and take steps to get involved later on.

*Lack of exercise from being a "coach potato" is linked to premature disability and death, heart attacks and stroke, adult-onset diabetes, high blood pressure, depression and stress.*



## **Regular physical activity promotes health because it can help to:**

1. Reduce the risk of heart disease (decrease bad cholesterol, increase good cholesterol, lower blood pressure and decrease or maintain weight)
2. Improve physical fitness and increase energy
3. Improve self-confidence and self-image
4. Strengthen bones and increase muscle strength
5. Develop skills
6. Reduce excess body weight
7. Increase self-discipline
8. Counteract mild anxiety/depression
9. Reduce stress and manage tension
10. Provide a venue for meeting new people and socializing

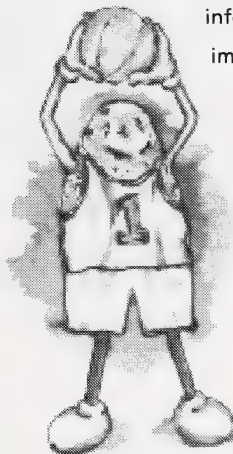
## **Purpose of the Activity Zone**

**The purpose of an Activity Zone is to allow people to engage in fitness activities to discover which ones they might incorporate in their lifestyles.** It's important to avoid letting the event become a trade show, where people walk around and merely pick up pamphlets.

The idea is to get people motivated through providing hands-on experience. Providing the opportunity to try out something new, just for fun and without cost commitment or risk, encourages people to overcome their preconceived notions and negative attitudes towards physical activity. An individual may be reluctant to sign up just to try something new, especially if a hefty fee and/or expensive equipment is involved. For example, what if a newcomer joined a club to take aerobic dance classes, only to find out that the work out was not enjoyable?

Another benefit of an Activity Zone is that it provides opportunities for people with similar interests to meet each other. The social aspect of physical activity is important for long term adherence. For example, having exercise "buddies" can keep a beginner going. The buddies expect to see you in class, or they call you up to join them in a walk or swim.

The Activity Zone can also be used to disseminate information about **why** it's important to be active.



*Regular physical activity helps to build and maintain the body's functional capacity.*

However, don't let this component overshadow the activity focus. Most of the people who attend will already be aware of the health benefits of exercise (for example, promoting heart health), but simple reminders can enhance motivation.

Although organizing a successful Activity Zone will require the goodwill and generosity of many organizers, volunteers, exhibitors and sponsors, the benefits are likely to be tremendous. Teamwork among different sectors of the community will increase, and there will be many spin-off benefits from the process. For some of the more "invisible" individuals and groups, this event will provide a chance to shine. Most importantly, the community may take up the initiative to promote heart health.

# Organizing an Activity Zone

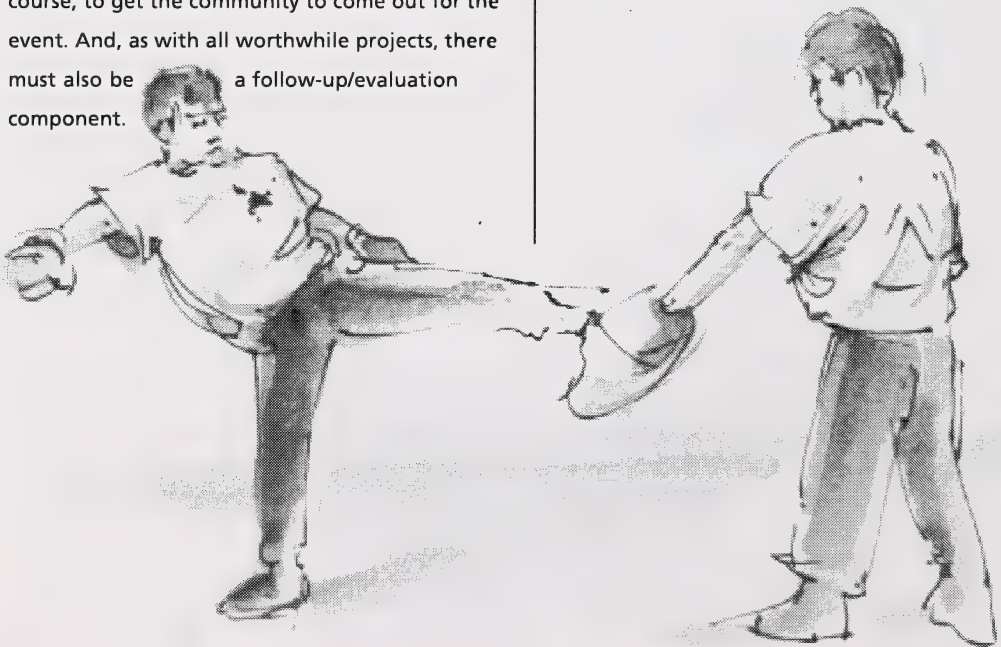
**Organizing a successful Activity Zone project requires more than enthusiasm, although getting people excited is a great first step.**



Community leaders and agencies need to work in partnership for the common goal of health promotion. Achieving this community partnership requires vision, extensive advance planning and careful organization. Detailed checklists, timelines, specific statements of roles and responsibilities, clear and simple registration forms and many more features are vital parts of the process. Advertising and effective communication are needed, of course, to get the community to come out for the event. And, as with all worthwhile projects, there must also be a follow-up/evaluation component.

The following pages outline the major tasks and challenges involved in organizing an Activity Zone event.

*Endurance activities such as walking, cycling and dancing help your heart, lungs and circulatory system. Significant health benefits are associated with doing 10 minutes of exercises three times a day.*





# THE INITIAL PLANNING STAGE



*Exercise doesn't have to feel "hard" to promote heart health. Even a 10 minute walk or raking leaves can add up with other daily activities to improve health.*

# The Initial Planning Stage

## 1. Bring together a leadership team.

Effective leadership is essential. Before planning an Activity Zone project, ensure that you have a group of people available who are willing to dedicate their time, energy and ideas to this initiative. Contact leaders in fitness activities (including the local recreation director), the Family & Community Services director, health promotion leaders, people who work in nutrition and respiratory services, and any other interested community volunteers to see if they will provide advice and/or serve on a steering committee.

When an organizing group has been formed, choose a chairperson to oversee the whole event. The chair ensures that all the programming details have been planned and carried out.

## 2. Set the date and time.

Consider holding the Activity Zone in the spring one year and in the fall the next so that both summer and winter activities will be highlighted. If your Activity Zone is scheduled for the fall and you live in an area where heavy snowfalls occur, set the date no later than the end of October. Bad weather conditions can keep a lot of people away.

If there is a shortage of "people power," consider holding an Activity Zone every second year.

## 3. Determine the focus and format of the event

Consider promoting activities to target specific age groups (for example, youth, seniors, young parents, etc.). Make sure that your publicity and promotional materials clearly explain the opportunities for individuals of different ages, and target advertising, prizes and activities to specific groups. The decisions about what groups to target should be based on research into community needs.

Find a suitable place to hold the event. Usually, a gymnasium or other large open area is ideal. Rental costs may be a factor, unless a sponsor can be found to donate space.

Although the Activity Zone is usually held at one central location, participants can also be invited to visit outside exhibitors, such as at a swimming pool, aerobics class, an archery range, etc. This format reduces set-up time and possibly will increase the range of activities offered.

Decide whether food needs to be provided.

Exhibitors and volunteers may not have time to go out for food; participants may be hungry if the event is held at certain times of the day; the location may prevent people from picking up food from nearby outlets. If food is to be served, choose a caterer that offers heart healthy food and drink.

## 4. Develop timelines.

Planning should begin *at least* three months before the date you've set for the Activity Zone. For a suggested timeline, see Appendix A.

The steering committee should meet regularly to make plans, assign responsibilities, receive progress reports and discuss issues – probably at least six times, and more often if problems arise.

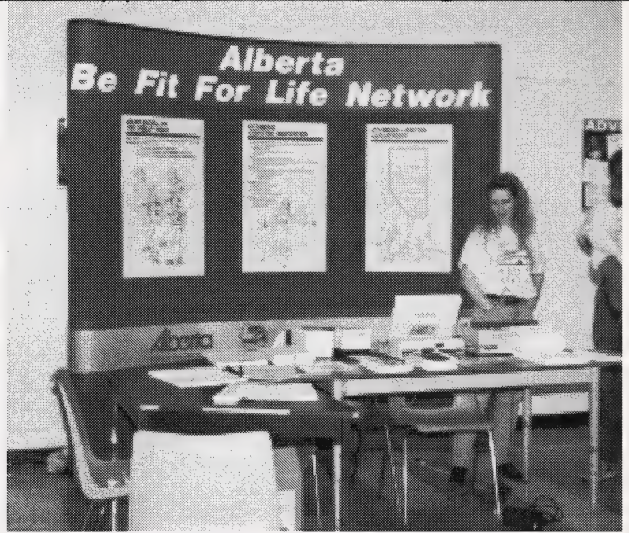
## 5. Assignment of responsibilities.

Draw up checklists indicating "who does what when" and ensure that committee members have agreed to accept responsibility for specific assignments. If the event is large, involving many exhibitors, volunteers and sponsors, good teamwork is essential.

A sample list of responsibility areas is shown in Appendix B.



# THE “WORKING” STAGE



*Strength activities help maintain the strength of muscles and bones and help prevent diseases like osteoporosis.*

# The "Working" Stage

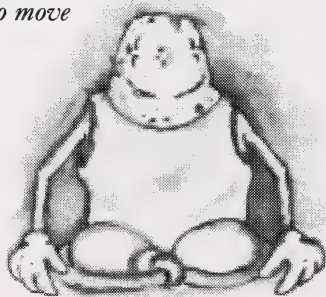
## 1. Lining up exhibitors

Exhibitors need time to decide whether they can and will participate. They also need background information that helps them decide whether the Activity Zone is worth the effort and time required: they need, for example, a clear statement that the event is a community partnership to promote health.

Invite exhibitors who support the goal of the Activity Zone; that is, getting people involved in trying new activities. This is not a spectator event. Also, invite exhibitors who offer types of activities which have been shown to build fitness, because your credibility may be questioned if "alternative" activities are presented.

Consider including exhibits on **safety** - such as proper helmet use; the importance of fitting, checking and maintaining equipment; danger signals; guidelines for age-appropriate or health-appropriate activities; first-aid; etc.

*Flexibility activities such as vacuuming, bowling and yoga help you to move more easily by keeping your joints mobile.*



## Suggested Activity Zone Exhibits

aerobics/fitness

archery

badminton

basketball

bowling

boxing

cheerleader

climbing wall

cross country skiing

curling

cycling

dance (ethnic, line, etc)

downhill skiing

fastball/slow pitch

fencing

floor curling

floor hockey

golf

gymnastics

horsemanship

ice hockey

indoor soccer

judo

karate

line dancing

outdoor survival

ping pong

rollerblading

seniors groups/centres

skipping

snow shoeing

special olympics

swimming

tae kwon do

tai chi

tennis

track and field

trekking

volleyball

walking

weight training

yoga

### Interest groups which may provide volunteers

4-H

AADAC

Alberta Sport Recreation Parks  
and Wildlife Foundation

athletic equipment/shoe stores

Be Fit for Life Centres

Big Brothers/Big Sisters

Boys and Girls clubs

Chamber of Commerce

community education councils

community rehab

diabetes support groups

environmental health

family and social services

health unit

heart health committee

hospital

mental health groups/agencies

nutrition groups

respiratory services

safety/security businesses

schools and colleges

tobacco reduction support  
groups

TOPS

Weight Watchers



Encourage exhibitors to focus on getting people to participate in the activities.

In setting up the venue, plan to accommodate different types of exhibitions. Designate one area for intermittent activities (aerobics, line dancing, tae kwon do, karate, etc.) and other areas for ongoing activities such as golf, archery, basketball throwing and indoor hockey.

Ask exhibitors to have two people managing their display at all times so that their volunteers can take part in the different activities as well.

## 2. Finding and training volunteers

Many volunteers will be needed to organize and plan, promote and work on site on the day of the event. The following chart outlines possible volunteer roles.

<i>Organizing</i>
<ul style="list-style-type: none"> <li>■ planning the event</li> <li>■ contacting exhibitors</li> <li>■ planning meetings</li> <li>■ obtaining prizes, donations, etc.</li> <li>■ obtaining a venue and arranging the details</li> <li>■ making signs</li> <li>■ pulling together required equipment (e.g., tables, name tags, signs, etc.)</li> <li>■ photocopying</li> <li>■ developing information packages, materials for follow-up activities, etc.</li> </ul>
<i>Promotion</i>
<ul style="list-style-type: none"> <li>■ designing posters and other promotional materials</li> <li>■ putting up posters</li> <li>■ handing out flyers</li> <li>■ arranging for advertising: newspaper, radio, television</li> </ul>

- handling publicity in schools - classrooms, morning assemblies, etc.

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### *On the day of the event*

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- registration table
- set-up
- greeters
- patrol/clean-up
- crowd "plants" (to lead the way and to encourage involvement)
- photography
- traffic
- information
- Master of ceremonies

Ask volunteers to wear distinctive outfits (e.g., coordinating track suits, T-shirts, pins) so that they can be identified easily in a crowd.

Provide training for specific duties (e.g., registration table, drawing people into activities, etc.). Allow volunteers to choose which areas they prefer to work in. Training is especially important for volunteers who are involved for only a few hours on the day of the event. They need an opportunity to understand the objectives of the Activity Zone and to feel they are part of a team.

Seek a balance between ensuring that volunteers have fun and ensuring that they meet your expectations and standards.

Plan how you will recognize the volunteers' time and effort (e.g., wind-up party, souvenir T-shirts, certificates, etc.) The recognition activities should occur soon after the event, and it may include exhibitors, who are also volunteering their time.

Ask volunteers to give their input on the event's strengths and weakness, and provide their suggestions for improvement.

### 3. Advertising and promoting the event

Let the community know about the purpose and content of the Activity Zone well in advance, using many forms of media as possible:

- posters
- newspapers
- radio
- TV (Community cable stations might air videos of the previous year's event.)
- school newsletters
- signage in businesses and on billboards
- community signs
- handouts on car windshields, one or two days before the event

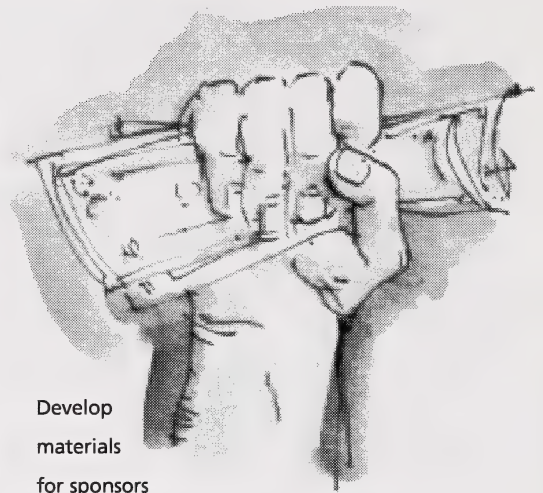
Phone and/or send invitations to:

- service organizations such as cubs, Scouts, Kinsmen, Lions (Service organizations are also good sources for volunteers and sponsorship.)
- Weight Watchers, TOPs, Overeaters Anonymous
- Tobacco cessation groups
- Alcoholics Anonymous, Al-Anon
- Seniors' groups
- Social services
- Group homes
- Mental health agencies
- Singles clubs
- Agricultural societies, 4-H
- Schools

Target advertising to the specific groups you want to attend.

### 4. Finding sponsors

List items requiring sponsorship (e.g., facility rental, prizes, materials, printing). Use this list to help sponsors understand the costs involved in planning the event.



Develop  
materials  
for sponsors

that explain why this event is important and how it will improve the community. For example, a letter could be mailed out explaining the nature of your organization and the goals the Activity Zone project hopes to achieve. Sponsors need to know they are getting involved with a worthwhile activity.

Invite all sectors of the community to be sponsors: businesses, health agencies, service organizations, schools, professionals, etc. Sponsorship can include donated prizes or a donated venue as well as cash.

### 5. Motivating participants

Offer substantial prizes to attract people to the event (for example, weekend ski packages for two, family passes to recreation facilities, exercise/sports equipment). If the event is held at several different venues, include a prize draw that participants can enter if they try four or five different activities. Participants drop off completed forms at any of the exhibitors' sites, and the winners are notified by phone. Winners



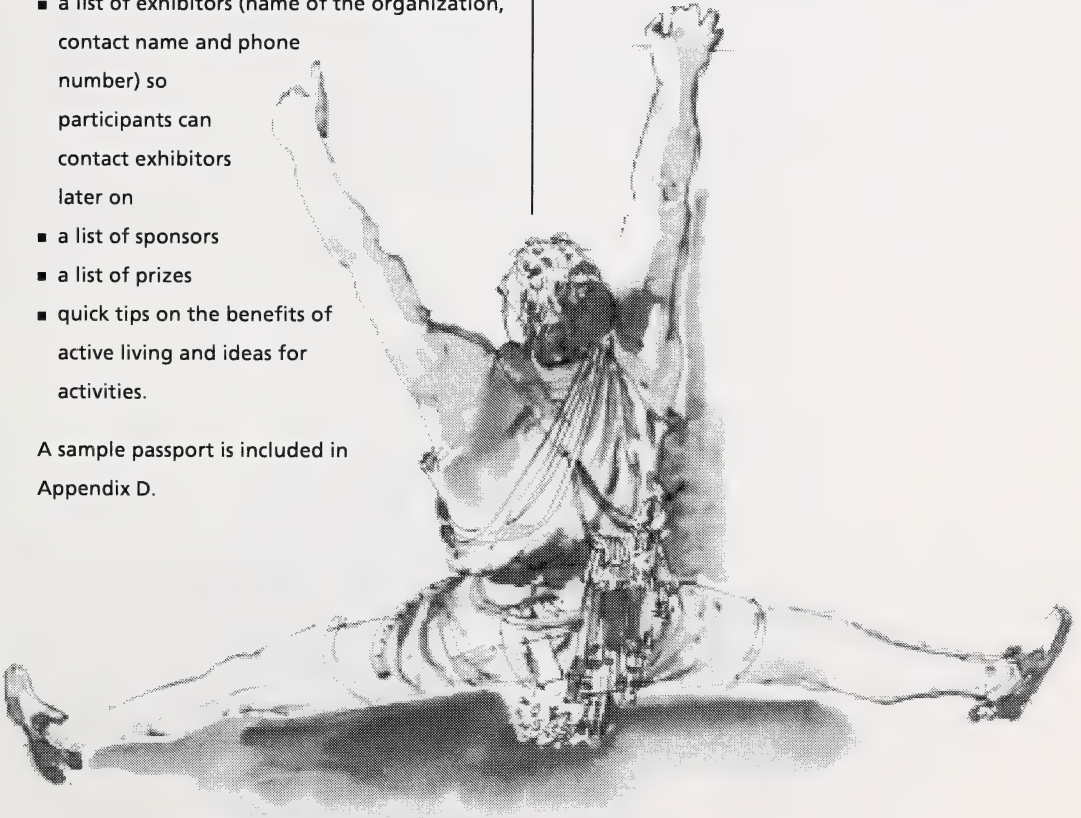
could also be featured in the local newspaper and on local radio.

Play upbeat music in the registration area to set the mood as participants arrive, and hand out resource lists featuring physical activities available in your community.

A way of ensuring that the one-day event has a lasting effect is to provide a “passport” to each person who attends. This passport, which is designed to encourage continuing physical activity, might include:

- brief description of the event’s organizers (with contact names and phone numbers) and the purpose of the event
- a list of exhibitors (name of the organization, contact name and phone number) so participants can contact exhibitors later on
- a list of sponsors
- a list of prizes
- quick tips on the benefits of active living and ideas for activities.

A sample passport is included in Appendix D.







# FOLLOW-UP & DEBRIEFING STAGE

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*To gain health benefits from being active doesn't require being a "gym rat" or doing aerobics and running four times a week.*

## Follow-up & Debriefing Stage

**To get the most out of all the hard work you put into this event, plan to survey the outcomes and find out what went well and what needs to change so that you can organize a better event next time. Collecting information from participants, volunteers and exhibitors on the day of the event will capture people's immediate reactions.**

It might also be useful to conduct a telephone survey of exhibitors four to six months after the event to find out whether participation in their programs has increased since the Activity Zone was held.

### The experience in St. Paul

The St. Paul/Bonnyville "Straight from the Heart" project initiated Activity Zone events over two consecutive years (1995-96). The events were held in a high school (gym, weight room and hallways).

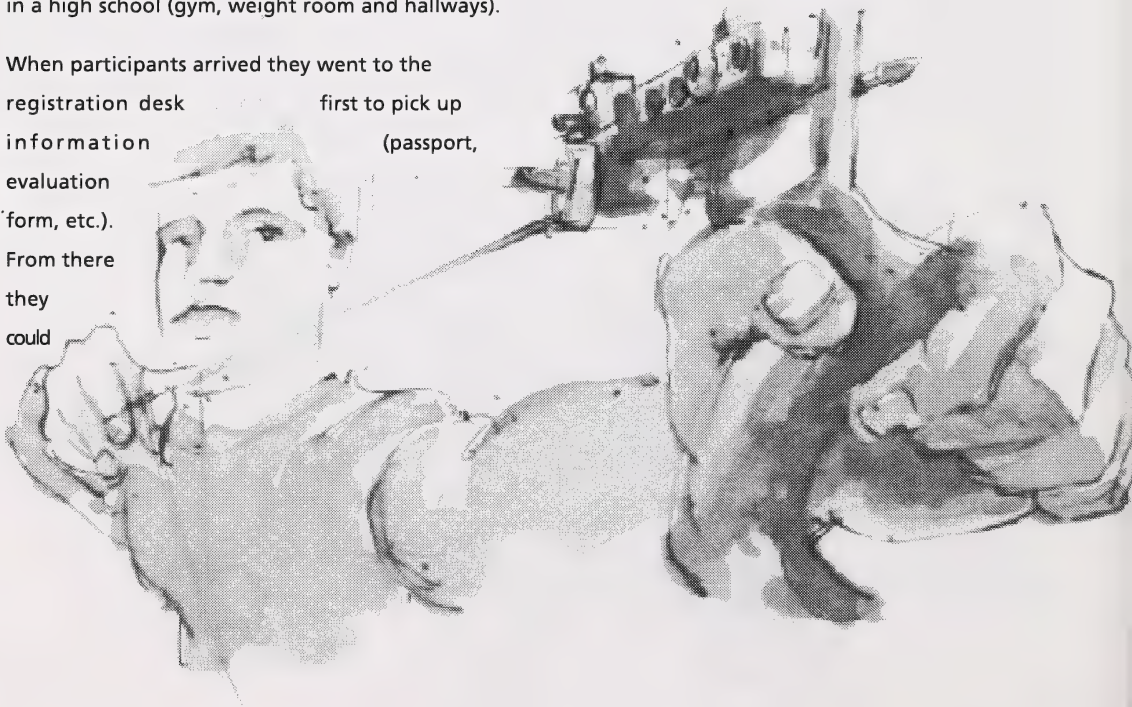
When participants arrived they went to the registration desk first to pick up information (passport, evaluation form, etc.). From there they could

go to the different booths and try out the activities. When they were done, they returned to the registration desk to enter the draws for prizes, based on the requirements for submission.

In the second year, greeters directed people to the registration booth, which was not visible from the entrance.

The Boys and Girls Club had a tarp-sized Snakes and Ladders game; AADAC demonstrated juggling year and mini-Olympics for sober and impaired people; an aquasize group demonstrated the impact of water resistance on heart rate.

To discuss this experience and share ideas about putting on an **Activity Zone** in your community, contact the Alberta Heart Health Project (403-415-2749).





# APPENDICES

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*Canada's Physical Activity Guide for Healthy Living recommends that Canadians accumulate 60 minutes of physical activity such as walking, gardening or playing volleyball every day to reduce the risk of premature death and disease.*

# Appendix A. Planning for an Activity Zone Event

## Three months before the event

- ☐ Set up a steering committee.

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- ☐ Choose possible dates and times.

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- ☐ Choose possible venues.

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- ☐ Discuss the event's purpose/expected outcomes.

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- ☐ Assign areas of responsibility (see Appendix B).

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- ☐ Discuss plans for communications and promotion (in relation to the purpose of the event).

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- ☐ Brainstorm list of possible exhibitors.

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- ☐ Outline a potential budget.

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- ☐ Order T-shirts or other apparel for volunteers.

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- ☐ Start developing a list of possible volunteers (long-term and for the day of the event only).

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**Two months before the event**

- ☐ Discuss types of door prizes, how prizes will be obtained (possible sponsors) and how they will be awarded.  

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- ☐ Discuss handouts to participants (e.g., a “passport” as described on page x).  

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- ☐ Provide assistance/suggestions to people responsible for all action areas (see Appendix B).  

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- ☐ Confirm date, time and venue.  

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- ☐ Begin contacting exhibitors; send out information letters and registration forms.  

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- ☐ Begin contacting possible sponsors.  

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- ☐ Develop posters.  

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- ☐ Plan catering, if required.  

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- ☐ Book public address system.  

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**One month before the event**

☐ Confirm sponsors, door prizes.

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☐ Confirm exhibitors.

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☐ Contact volunteers who will be involved on the day of the event.

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☐ Invite and confirm master of ceremonies.

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☐ Develop exhibitors' packages (name tags, evaluation forms, other information).

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☐ Begin hanging posters.

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☐ Begin promotional advertising in media - newspaper, radio

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☐ Plan volunteer party.

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☐ Plan training for volunteers.

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### Two weeks before the event

- ☐ Develop schedule of activities and map of exhibitors' locations in the venue.

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- ☐ Complete handouts for participants (e.g., passport) and make photocopies.

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- ☐ Discuss expectations with master of ceremonies; provide schedule.

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### One week before the event

- ☐ Train the volunteers.

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- ☐ Pull together equipment needed for the event.

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- ☐ Print certificates for volunteers, if required.

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- ☐ Have all prizes available (door prizes, prizes for volunteers)

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### **The day of the event**

- ☐ Set up at the venue (signs, tables, chairs, registration table, etc.)

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- ☐ Distribute exhibitors' packages.

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- ☐ Have volunteers arrive early and be ready to help exhibitors locate their tables.

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- ☐ Hold volunteer party and debriefing session after event is over (or within a week).

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### **Within a week after the event**

- ☐ Send thank-you letters to sponsors, volunteers, exhibitors.

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- ☐ Put a notice in the newspaper thanking sponsors and committee members.

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- ☐ Announce draw prize winners in media.

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### **Within two weeks of the event**

- ☐ Debrief committee members.

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- ☐ Review comments from participants and exhibitors (evaluation forms).

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## Appendix B. Areas of Responsibility

For each action listed here, identify who will be responsible and the date on which the task must be completed.

Organizational Committee	Who	Date Due
<input type="checkbox"/> Develop packages to hand out to participants (passport, list of exhibitors and map of venue, surveys).		
<input type="checkbox"/> Develop packages for exhibitors (name tags, surveys).		
<input type="checkbox"/> Assign duties to volunteers and set up schedule (e.g., schedule for registration table).		
<input type="checkbox"/> Develop map of tables/booths.		
<input type="checkbox"/> Develop agenda for demonstrations.		
<input type="checkbox"/> Set up the venue, with signs, numbered tables, registration table.		
<input type="checkbox"/> Bring supplies such as tape, pens, tacks, scissors, etc.		
<input type="checkbox"/> Videotape the event.		

Venue and Nutrition Committee	Who	Date Due
<input type="checkbox"/> Find a suitable location and confirm date and time in writing.		
<input type="checkbox"/> (Suggest no fee as it is a community event.)		
<input type="checkbox"/> Arrange with venue for special equipment, help with setting up, etc.		
<input type="checkbox"/> Book or locate public address system.		
<input type="checkbox"/> Arrange for a caterer, if required, or food donations.		
<input type="checkbox"/> Arrange for nutrition information to be presented.		

Exhibitors Committee	Who	Date Due
<input type="checkbox"/> Call potential exhibitors to invite them to attend, letting them know the time, date and venue and what will be expected of them regarding format, goals, etc.		
<input type="checkbox"/> Follow up with those who are interested. Send a letter and registration form that includes a deadline for reply (see sample in Appendix C).		
<input type="checkbox"/> Develop a map of the facility and assign exhibitors to appropriate locations (space, electrical requirements, type of activity, etc.).		
<input type="checkbox"/> Confirm attendance and provide necessary information (e.g., where they are situated in the venue, number of people expected to attend, how prize draws will be handled, etc.)		
<input type="checkbox"/> Provide assistance and answer questions on the day of the event. Assign one person to coordinate intermittent activities and ensure that things run smoothly.		

## Appendix B. (Continued)

For each action listed here, identify who will be responsible and the date on which the task must be completed.

<b>Volunteer Committee</b>	<b>Who</b>	<b>Date Due</b>
<input type="checkbox"/> Contact potential volunteers or let them know how to contact you. Let them know the date, time and place and the types of duties they can volunteer for (e.g., registration table, crowd recruiters, master of ceremonies).		
<input type="checkbox"/> Confirm the volunteer list and assignments.		
<input type="checkbox"/> Meet with volunteers and provide training as required.		
<input type="checkbox"/> Arrange for T-shirts or other apparel that will make volunteers visible.		
<input type="checkbox"/> Plan a volunteer reception or party and debriefing.		
<input type="checkbox"/> Send letters/certificates of appreciation.		

<b>Promotions/Advertising Committee</b>	<b>Who</b>	<b>Date Due</b>
<input type="checkbox"/> Develop posters for exhibitors to display at the event and for advertising to the public.		
<input type="checkbox"/> Arrange for paid advertising in local newspapers. Also, ask if a reporter will do a story on the planned event or if it can be included in a regular "What's Happening" column.		
<input type="checkbox"/> Arrange for public service announcements (PSAs) on local radio stations, and ask if an announcer or news reporter will interview a member of the steering committee.		
<input type="checkbox"/> Invite local television stations to promote the event. Ask the cable station to run a video of a previous' year's event and include this event in their community information programs.		
<input type="checkbox"/> Arrange for billboards, portable signs on busy roads and/or a sign at the venue while it is going on.		
<input type="checkbox"/> Ask schools to promote the event in their newsletters and over the public address system.		
<input type="checkbox"/> When inviting community groups such as Weight Watchers and Victims Services to take part, also ask them to publicize the event in their materials.		
<input type="checkbox"/> Ask sponsors to advertise the event in their materials and/or provide donations to offset the cost of publicity.		



## Appendix C. Sample letter to exhibitors, information sheet and registration form

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### Letter

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October 10, 1996

Dear Exhibitor:

The St. Paul Active Living Committee is pleased to invite you to be an exhibitor at our fitness fair called *Activity Zone: Exercise Your Options*. This event is planned for Thursday, November 21, 1996, from 7 - 9 P.M. at the Regional High School.

As indicated on the attached information sheet, the focus will be on interactive displays and demonstrations that encourage people to participate and try out various activities are available in the St. Paul area. This event attracted a large crowd last year.

If you have an active display that people can get involved in and you are interested in being part of our Activity Zone, we will be delighted to hear from you. There is no charge to exhibitors – in fact we appreciate the volunteer time and effort that you will be providing for the benefit of the community. We encourage exhibitors to offer giveaways or prizes related to your activity, as this approach always seems to attract more people to the fair and ultimately to your exhibit.

Do not miss out on this great opportunity to be involved in your community. To register, please fill out the attached form and return it to the Recreation Office, fax 645-5076. The deadline for registrations is Thursday, November 7, 1996.

We are asking exhibitors to help promote the event by displaying a poster and letting your associates, family and friends know about the Activity Zone.

If you have questions, contact me at 645-3396.

Actively yours,

Heart Health Project Coordinator

Attachments

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## Information Sheet

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### Activity Zone: Exercise Your Options

**What:** Fitness/activity fair featuring activities, demonstrations, displays and information designed to help people enjoy being active during the winter months.

**When:** November 21, 1996, 7-9 P.M.

**Where:** St. Paul Regional High School

**Who:** Sponsored by the "Straight From The Heart" Active Living committee. Offered for teens, adults and families of our community.

**Why:** People in our community tend to be less active in the winter for a variety of reasons. Inactivity contributes to heart disease and health problems. Being active is a great way to enjoy life.

#### ***Suggestions/Examples of Activities***

A group or individual can do an active demonstration or display of their particular activity. For example:

1. An instructor demonstrates an aerobics class and involves the audience.
2. A karate club demonstrates karate moves and encourages people to try them.
3. AADAC teaches an alternative game or activity such as juggling.
4. An archery club demonstrates target practice and teaches people how to shoot.
5. A dance club teaches a step dance.
6. A business hosts basketball throws or puck shoots.

***The key is to involve the public in your activity.***

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## Exhibitor Registration Form

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Name of Group\_\_\_\_\_

Contact Person\_\_\_\_\_

Address\_\_\_\_\_

Phone\_\_\_\_\_ Fax\_\_\_\_\_

Description of Organization\_\_\_\_\_

How will your exhibit get people involved in physical activity?\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do you have a display?\_\_\_\_\_

Do you require a table, plug-in, etc.?\_\_\_\_\_

How much space do you require?\_\_\_\_\_

How are your activities, demonstrations scheduled (ongoing, every half hour, only once)?

\_\_\_\_\_

\_\_\_\_\_

Are you offering prize draws?\_\_\_\_\_

Are you accepting registrations?\_\_\_\_\_

**DEADLINE for registration: November 7, 1996**

**For more information please call the Recreation Office at 645-5313.**

**Please fax this form to 645-5076 or drop it off at the Recreation Office.**

**Thanks for your participation!**



## Appendix D. Sample handout for participants: Passport

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### Passport

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#### **Welcome to Activity Zone '96**

A chance to exercise your options

Sponsored by the Active Living Committee: Promoting Heart Healthy Lifestyles for the People of St. Paul

#### Mike's Top 10 Benefits of Active Living

1. Reduced risk of heart disease.
2. Improved physical fitness.
3. Improved self-confidence.
4. Stronger bones.
5. Skill development.
6. Weight reduction.
7. Self-discipline.
8. Overall health promotion.
9. Stress reduction.
10. Social – Meet new people.

- Physical inactivity is one of the four major risk factors of heart disease along with smoking, increased levels of cholesterol, and high blood pressure (Heart & Stroke Foundation of Canada, 1993).
- Only 15% of people aged **19 and under** exercise enough to maintain cardiovascular fitness (Canadian Medical Association, 1994).
- If only some of the advantages of physical activity were to be procured by any one medicine, nothing in the world would be held in more esteem than that medicine (Dr. Francis Feller, 1666).
- Research is showing that three 10-minute intervals of exercise is as beneficial to your health as a 30-minute workout. So make exercise an integral part of your day.

#### Lifestyle Approach to Physical Activity

Taking a 30-minute physical activity segment and breaking it up throughout the day into 5 or 10 minute sections to equal 30 minutes.

- walk to work
- walk during your lunch hour
- take the stairs
- work in your garden
- take the dog for a 10-minute walk
- walk in a shopping mall

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## Passport

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### **Prizes and how to win them**

(Enter information here.)

Thank you to the following exhibitors for making this event possible:

AADAC	Line Dancing
Aerobics	Lions Cheer Team
Aquatic Centre	Magnet Athletics
Archery	Nutrition Committee
Be Fit for Life Centre	Smooth Walkers
Climbing Wall	Special Olympics
Cross Country Ski Club	St. Paul Boys & Girls Club
Glen Avon School	Tae Kwon Do
Indoor Soccer	Tobacco Reduction
Karate Do	Weight Training
Kinosoo Ridge	Weight Watchers

### **Thank you to the following sponsors for their generous donations:**

(List sponsors here)

### **The Members of the Active Living Committee are:**

(List committee members here)

Call \_\_\_\_\_ with your ideas on getting people in St. Paul active!

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## Passport

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### Active Living

1. List your reasons for wanting a physically active lifestyle.

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2. What stops you from participating in physical activity?

- |   |  |
|---|--|
| <input type="checkbox"/> time                 | <input type="checkbox"/> don't like exercise |
| <input type="checkbox"/> interest             | <input type="checkbox"/> health problems     |
| <input type="checkbox"/> access               | <input type="checkbox"/> cost                |
| <input type="checkbox"/> no one to do it with |  |

3. Setting goals for physical activity:

Frequency\_\_\_\_\_

Intensity\_\_\_\_\_

Time\_\_\_\_\_

Type\_\_\_\_\_

My physical activity goals

---

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4. Rewards for doing a good job

After 1 week of consistent exercise\_\_\_\_\_

After 1 month\_\_\_\_\_

After 2 months\_\_\_\_\_

After 6 months\_\_\_\_\_

After 12 months\_\_\_\_\_

After recovering from a lapse\_\_\_\_\_

### **Get Motivated!**

1. Set goals
2. Record your progress
3. Lapses, problems, barriers - figure out how to overcome them
4. Do it with someone else
5. Reward yourself





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